

Taiwan Menu Promotion
October 17 – November
The deadline for inclusion is July 1, 2007.

The Idaho State Department of Agriculture, in cooperation with WUSATA, is coordinating participation in the Taiwan Menu Promotion, October 17 – November 4, 2008, this will be an excellent opportunity for companies to participate in the growing Taiwan market. Your products will be incorporated into recipes and featured on multiple restaurant menus in Taipei. A US chef will travel to Taiwan and train the Taiwanese chefs on the proper use of your products.

If your product is already handled by a Taiwanese importer/distributor, please advise to have that product included in the promotion. WUSATA will work with your distributor to coordinate its inclusion in the promotion. This program is best suited for products that are already in distribution in Taiwan. If you have a new to market product, please contact Lacey Menasco, Idaho State Dept of Ag at (208) 332-8538 lmenasco@agri.idaho.gov before submitting your registration fees to discuss inclusion of your product. For more information please see [Taiwan Menu Promo.](#)



4601 NE 77th Ave, Ste 120
Vancouver, WA 98662 USA
www.wusata.org

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Economic Development*

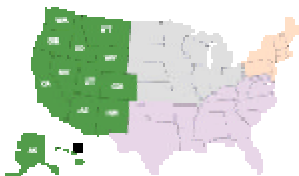
*New Mexico Dept. of
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Wyoming Business Council



WUSATA Branded Program funds are available to small companies that qualify. Current Branded Program Participants may receive up to 50% reimbursement of eligible expenses. Pre-qualification for reimbursement is mandatory. Please contact Ann Buczkowski at ann@wusata.org for further details. Phone: (360) 693-3373.

Taiwan Menu Promotion

October 17 – November 4, 2008
Taipei Taiwan

Benefits from participating in the activity:

- Have your products incorporated into both American and Chinese style recipes and featured in restaurants in Taiwan
- Have your products introduced to top chefs in Taiwan

The Idaho State Department of Agriculture, in cooperation with WUSATA, will be coordinating participation in the following activity:

Taiwan Menu Promotion, October 17 – November 4, 2008

This will be an excellent opportunity for companies to participate in the growing Taiwan market. Your products will be incorporated into recipes and featured on multiple restaurant menus in Taipei. A US chef will travel to Taiwan and train the Taiwanese chefs on the proper use of your products.

If your product is already handled by a Taiwanese importer/distributor, please advise (see form below) to have that product included in the promotion. WUSATA will work with your distributor to coordinate its inclusion in the promotion. This program is best suited for products that are already in distribution in Taiwan. If you have a new to market product, please contact me before submitting your registration fees to discuss inclusion of your product.

The **deadline** for inclusion is **July 1, 2007**.

Suitable products include, but are not limited to:

Fresh & Frozen Fruits and Vegetables
Meat and Seafood
Baking Mixes
Food Preparations, Ingredients, Sauces and Spices

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

Please contact:

Lacey Menasco

Idaho State Dept of Ag

(208) 332-8538

lmensasco@agri.idaho.gov

If you are interested in registering for this activity, please complete and return the attached reservation form by: **July 1st**



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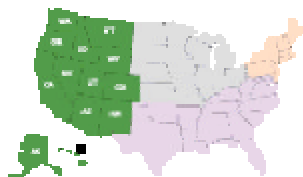
*New Mexico Dept. of
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Activity Registration Form

Taiwan Menu Promotion

October 17 – November 4, 2008

Taipei, Taiwan

COMPANY INFORMATION:

Company Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____

E-mail: _____ Web site: _____

PRODUCT INFORMATION:

Product Description: _____

Select one:

☐ Product already in Taiwan

Distributor: _____

☐ Product new to Taiwan

ACTIVITY INFORMATION:

To participate in this activity there is a cost of \$50.00

Please also be prepared to provide samples to the US chef to use in recipe development prior to the promotion. You will be asked to provide product information for the chef training as well.

RESERVATION DEADLINE: July 1st

Return the completed Activity Registration Form by FAX to: **(360) 693-3464**

PAYMENT INFORMATION: \$50.00

If a company has paid for a Generic Activity (trade show, trade mission, etc.) and cancels its participation at least 120 days before the start of the activity a full refund of any payments received will be made. If cancellation is made less than 120 days before the start of the activity, a refund may be made if another company steps forward within that 120 day time frame and pays for the right to be the participant in that same Generic Activity. If another company does step forward and pays for that Generic Activity within that time frame, then WUSATA will provide the first company a refund equal to the amount paid by the second company for the Generic Activity in question or the amount paid by the first company, whichever is less. Neither WUSATA nor the Project Manager nor any other party is obligated to find another company willing to step forward and be the participant in the subject Generic Activity.

Please make checks payable to WUSATA and mail to:

4601 NE 77th Avenue, Suite 120, Vancouver WA 98662

Authorized Signature: _____

Printed Name: _____

Date: _____